



# 4 WAYS TO ACQUIRE A **BUSINESS PRINTER**

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New Options Beyond The Traditional Buy or Lease Decision

Whether you're adding a simple desktop printer to a small office or you're sourcing a fleet of Multifunction Products (MFPs) for more complex print requirements, this is the only self help guide that pushes beyond the traditional Buy vs Lease discussion to educate you on all 4 options now available to you.

# New Options Beyond The Traditional Buy or Lease Decision

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Selecting the right make and model of printer or Multifunctional Product (MFP) for your office is one thing, deciding how to pay for it is another.

## Perfect for

- ✓ Toner buyers
- ✓ Office managers
- ✓ Finance leaders
- ✓ IT leaders
- ✓ Business owners

## Content includes

- ✓ 4 ways to acquire a printer
- ✓ Questions to ask yourself
- ✓ Printer acquisition matrix
- ✓ + / - for each model

Whether you're adding a simple desktop printer to a small office or you're sourcing a fleet of Multifunction Products (MFPs) for more complex print requirements, this is the only self help guide that pushes beyond the traditional buy vs lease discussion to educate you on all 4 options now available to you.

# 4 Ways to Acquire A Business Printer

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## Buy a printer

You purchase it and take title to the printer allowing you to modify or move the printer as you wish.



## Lease a printer

You make monthly payments for 3-5 years with the option to purchase the printer for fair market value at the end of the lease.



## Pay cost-per-page

You pay by the printed page and agree to a minimum monthly volume commitment you're billed for despite actual usage.



## Why Buy a Printer? Program

You receive the printer and printer service at no additional charge if you buy your toner from Cartridge World.

**NEW!**

# A Few Questions

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## ? Are you thinking about the “life cycle” costs?

Savvy purchasing professionals tell us that people need to think beyond the printer itself and consider the “Lifecycle Cost” of acquiring AND operating a business printer. In case you haven’t purchased a business printer recently, the operating costs including service and toner are far greater than the cost of the printer itself.

### TYPICAL LIFE CYCLE COST BREAKDOWN

PRINTER SERVICE  
& TONER

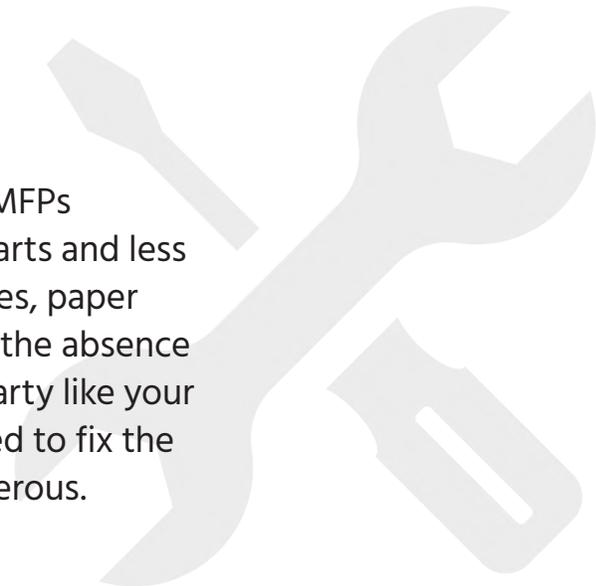
60%

PRINTER  
HARDWARE

40%

## ? Is printer service included?

Printers tend to be more reliable than bigger copiers and MFPs because ink jet and laser printers have far fewer moving parts and less to go wrong. That said, office printers do have quality issues, paper jams and other problems that require service attention. In the absence of a printer service coverage program provided by a 3rd party like your local Cartridge World, often untrained employees are asked to fix the printer. This can be distracting, time consuming and dangerous.





## Do you want to deal with someone local?

Sometimes the person you acquire a printer from can make or break your decision. When possible, try to deal with someone local who has the authority to help you should your experience with the printer be less than expected.



## Do you anticipate your needs changing?

When you purchase a printer, you are committing to that specific device with no option to change as newer technologies become available. Most businesses prefer the flexibility to upgrade their printer as capabilities in security protection, mobile printing and cloud integration evolve with the increasingly fast pace of technology.

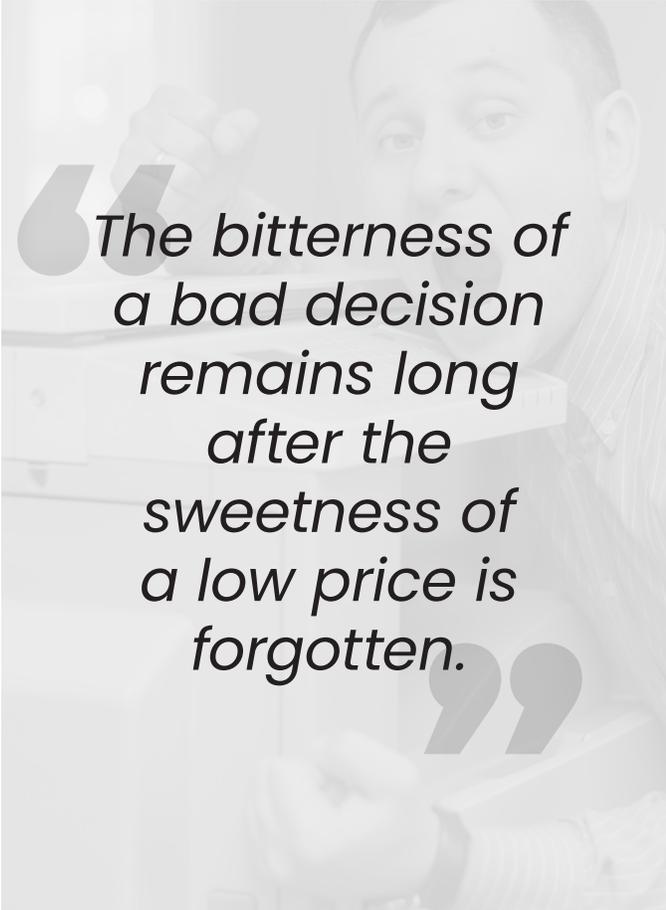


## Are you a *non-profit* or *for-profit* organization?

In the past, most 'for-profit' organizations elected to lease their office equipment because they can write off 100% of their office printing costs as an operating expense. Newer acquisition models shown in this guide also offer this tax benefit and are quickly replacing the preference to lease.

Conversely, 'not for profit' organizations prefer to buy printers outright as a capital expense and depreciate the printer as any other asset.

To help both types of organizations avoid the cost of buying or leasing a printer, Cartridge World created the Why Buy a Printer? program. This new acquisition model provides offices with the right printer and printer service at no charge if they simply agree to buy their toner from their local Cartridge World.



*The bitterness of a bad decision remains long after the sweetness of a low price is forgotten.*

# Printer Acquisition Matrix

Use this chart to evaluate the ideal method for your organization.

ACQUISITION MODEL	PRINTER HARDWARE	PRINTER SERVICE	PRINTER TONER	IMPORTANT
 <p><b>BUY</b> (Capital Expense)</p>	Pay the full amount up front to take title to the asset and depreciate it.	Pay extra - you ask employees to fix printers or you pay extra for printer service.	Pay extra – ink jet and laser printer cartridges are purchased as needed.	Purchase option requires the most capital up front.
 <p><b>LEASE</b> (Operating Expense)</p>	Make smaller monthly payments over a 3 to 5-year lease term as an operating expense.	Pay extra - you ask employees to fix printers or you pay extra for printer service.	Pay extra – ink jet and laser printer cartridges are purchased as needed.	The printer lease cost is roughly 40% of your overall operating cost.
 <p><b>COST-PER-PAGE</b> (Operating Expense)</p>	Pay a set rate for black & white or color prints with a monthly minimum volume commitment.	Included up to the monthly agreed upon print volume. Overage charges apply for each additional print.	Included up to the agreed upon monthly minimum print volume. Overage charges apply for additional prints.	Monthly volume minimums may force customers to pay for prints they may not use and escalators and overage charges often apply.
 <p><b>WHT BUY A PRINTER?</b> (Operating Expense)</p>	NO CHARGE for the printer. Includes expert printer selection advice.	NO CHARGE for printer service from the local Cartridge World.	Customer simply agrees to purchase premium quality Cartridge World toner products.	Additional savings of up to 30% on toner purchases as well vs. OEM and Big Box Store prices.

# What's the + / -?

Now that you have an idea which acquisition model best meets your needs, here's further insight to help you make an educated business decision.

## BUY



- + You own it
- + You can move it
- + No hardware contracts
- Upfront capital cost
- Can't upgrade
- Pay extra for toner and service

### Popular if:

You are a business that moves printers around, have plenty of capital to spend and you don't anticipate the need to upgrade printers.

## LEASE



- + Less money up front
- + 100% operating expense
- + Easy to upgrade
- 3 to 5 year lease commitment
- Upgrading causes refinancing
- Pay extra for toner and service

### Popular if:

You are a "for profit" business willing to make a 3-5 year commitment and pay separately for printer service and the toner you use.

## COST-PER-PAGE



- + Predictable budgeting
- + Printer, service and toner included
- + Single invoice
- Minimum print volume commitment
- Paying for unused prints
- Annual escalators and overage fees

### Popular if:

You want everything on one monthly invoice even though you know you may be paying for black & white or color prints you never used.

## WHY BUY A PRINTER?



- + Printer and service included
- + Only pay for toner you use
- + Save up to 30% vs OEM and big box toner prices
- You don't own the printer
- Printer must stay local

### Popular if:

You want to avoid paying for printer hardware and printer service by simply agreeing to source toner from your local Cartridge World. Plus, you may also save up to 30% off toner prices from OEM and Big Box store prices.

# Which option will you chose?

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## Now it's up to you.

Will you buy it, lease it, commit to a cost-per-page model with monthly minimums or will you consider the Why Buy a Printer? Program?

We invite you to leverage our experience as your local printing experts to make the best decision for your unique needs.

We're ready if and when you are.  
Learn more at [www.cartridgeworld.com](http://www.cartridgeworld.com)

## Interested in learning more about our exclusive program?

Contact your local Cartridge World to learn more about our business class printing solutions like the Why Buy a Printer? program.

Together, we can help you to spend more time and money on higher priorities while we take care of your printers, your printer service and your toner replenishment for you.

### Why Buy a Printer?

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Simply buy your toner from us and we'll provide you with the right printer and printer service at no additional charge.

Another Cartridge World business printing exclusive!

